

Examples of clear mentions in online videos



(September 2022)



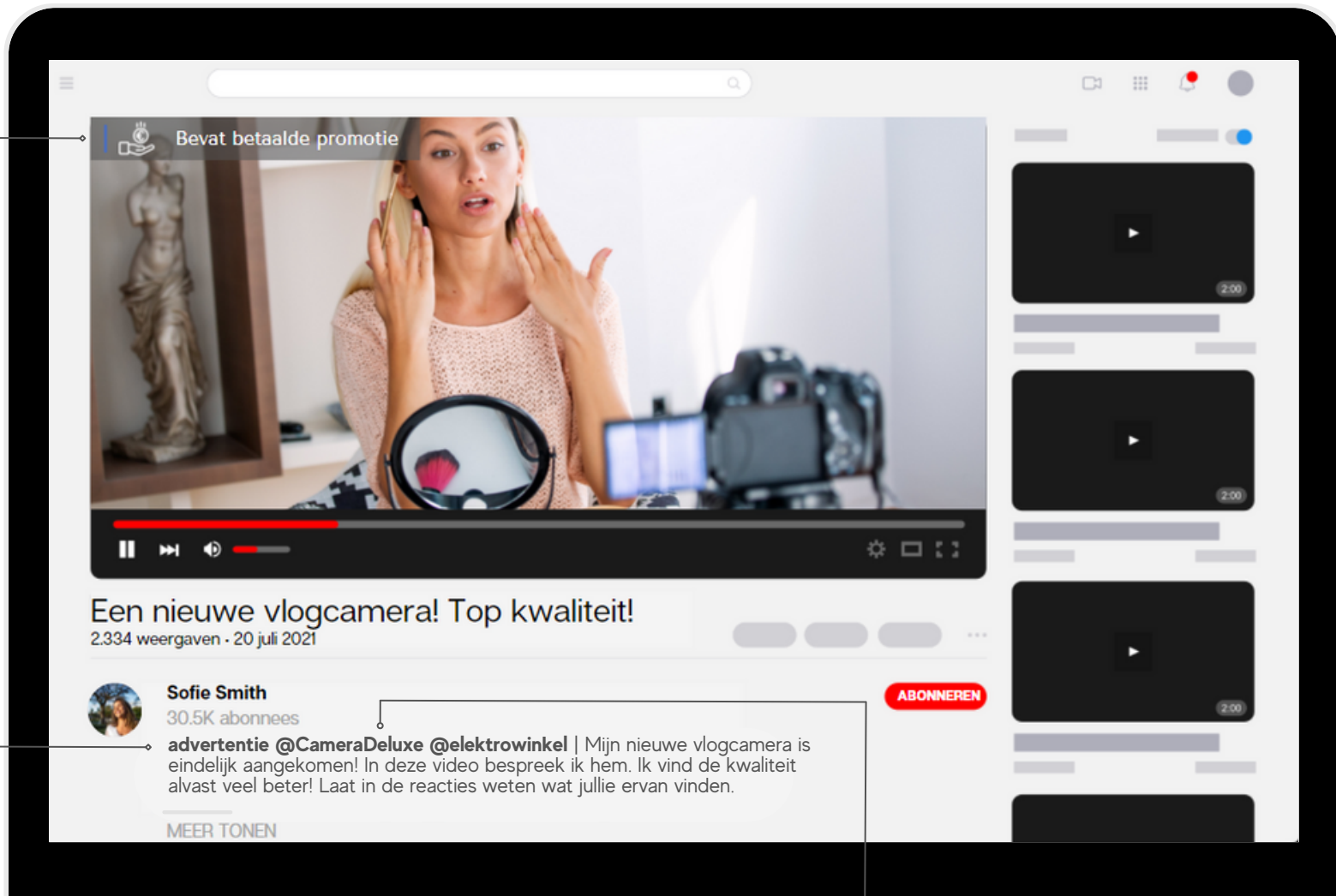
**Vlaamse
overheid**

**VLAAMSE
REGULATOR
VOOR DE MEDIA**

Onafhankelijk toezichthouder voor
de Vlaamse audiovisuele media



Use the platform's disclosure tool



Use the labels 'advertentie' or 'publiciteit'

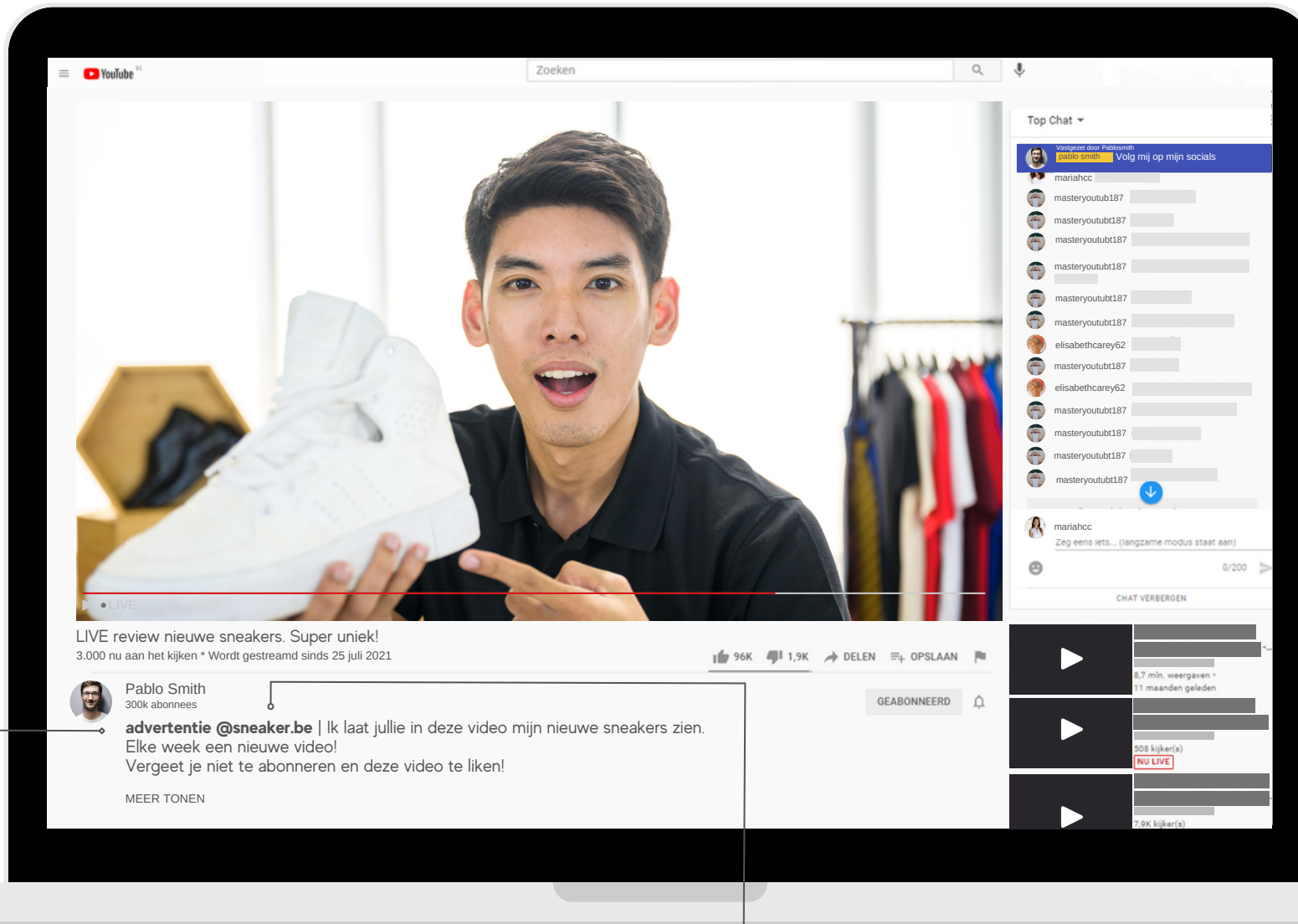
Tag your partner(s)



YouTube Live

Optie 1

Use the labels
'advertentie'
or 'publiciteit'



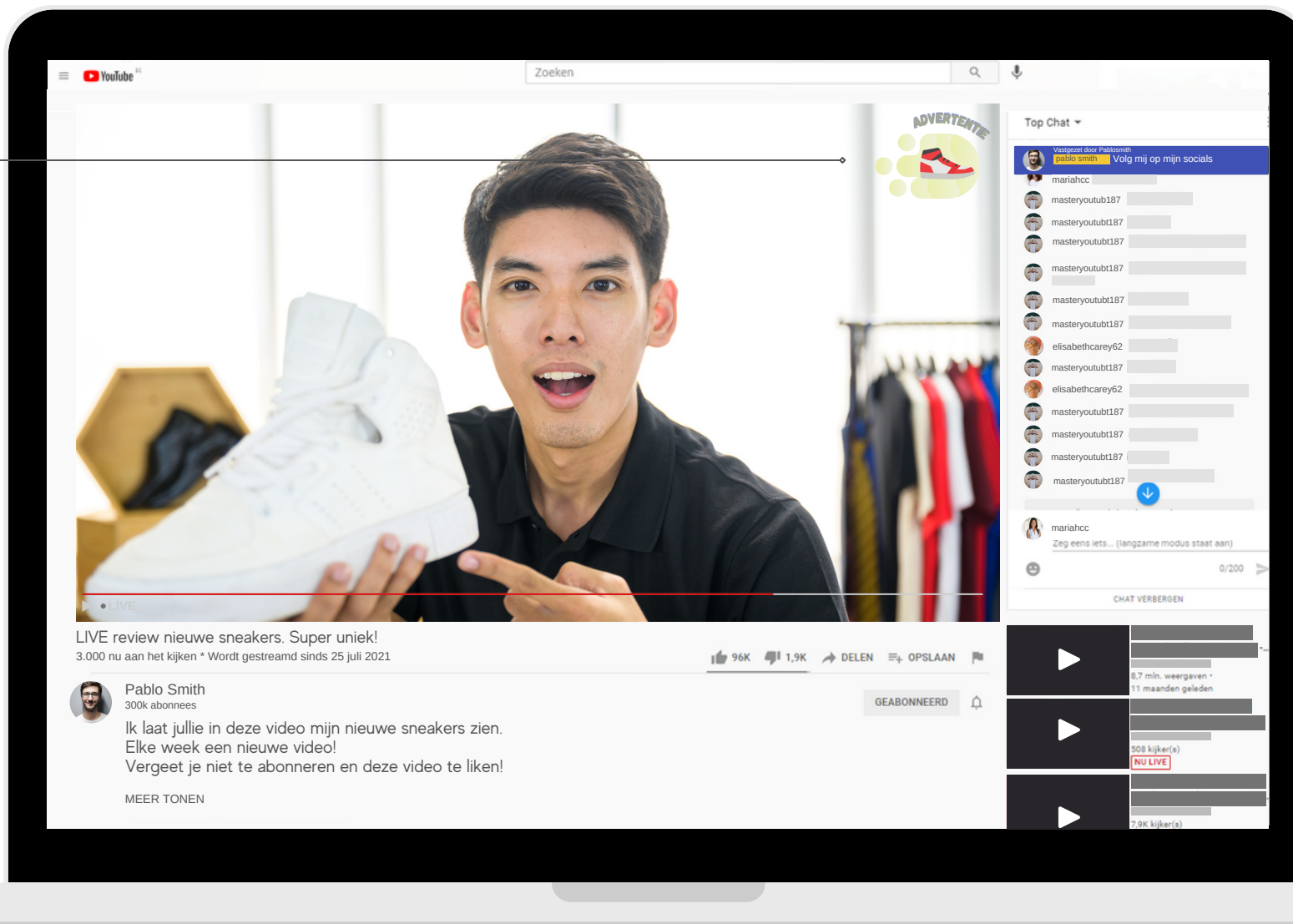
Tag your
partner(s)



YouTube Live

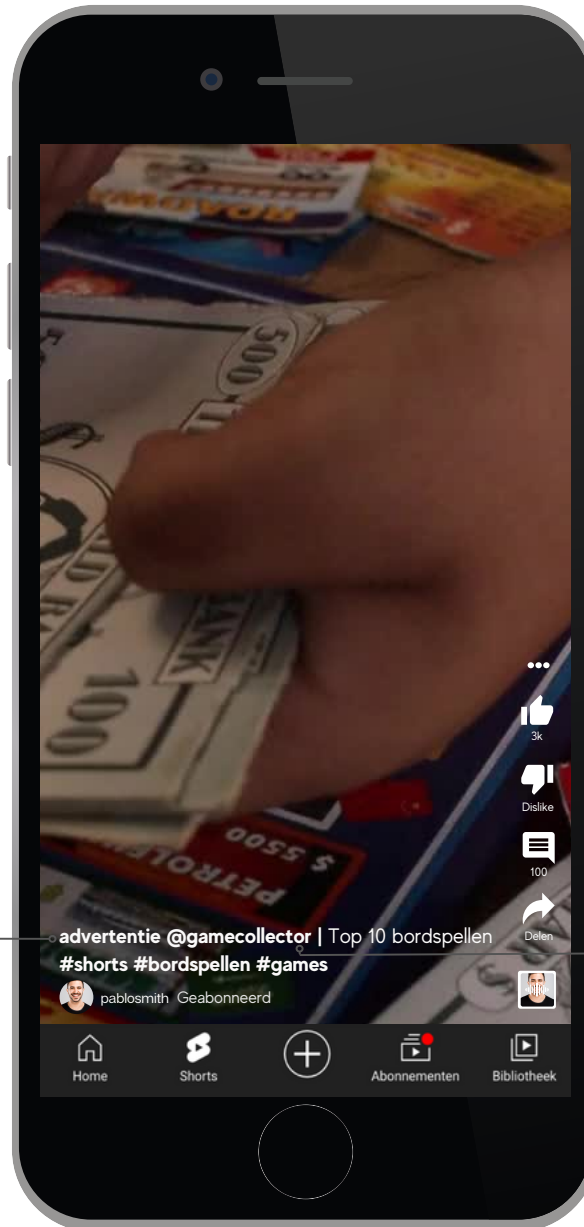
Optie 2

Use the labels
'advertentie'
or 'publiciteit'



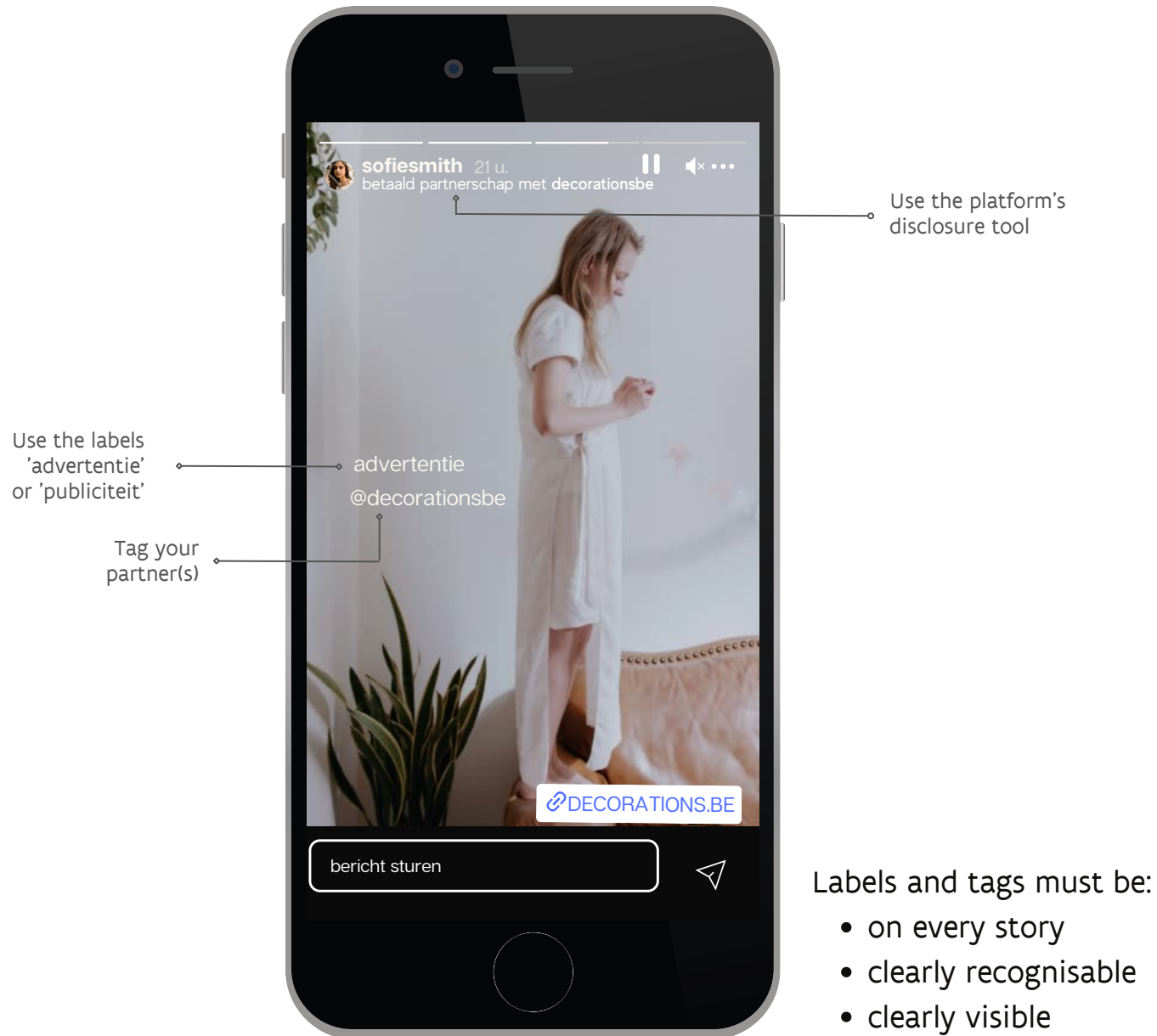
YouTube Shorts

Use the labels
'advertentie'
or 'publiciteit'



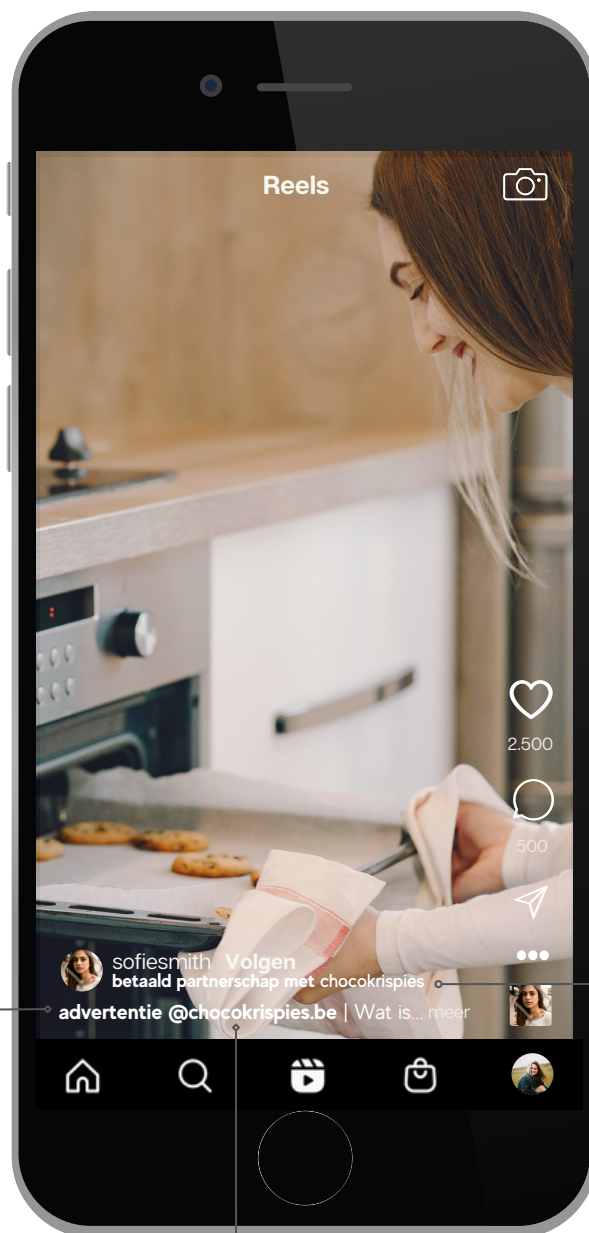
Tag your
partner(s)

Instagram Stories



Instagram Reels

Use the labels
'advertentie'
or 'publiciteit'



Tag your
partner(s)

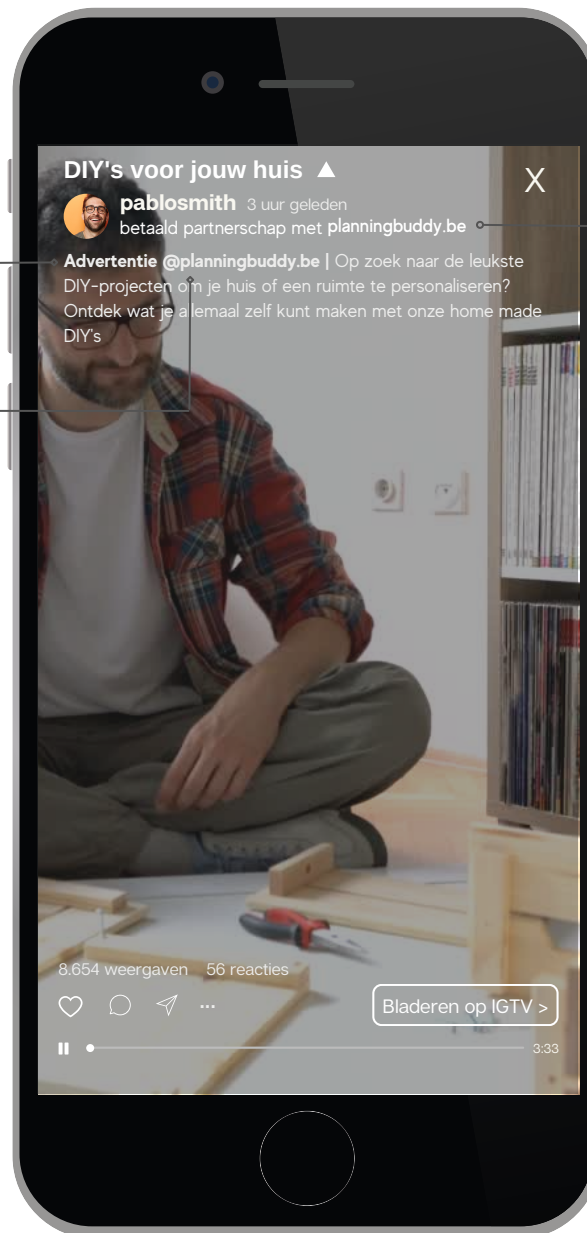
Use the platform's
disclosure tool



Instagram IGTV

Use the labels
'advertentie'
or 'publiciteit'

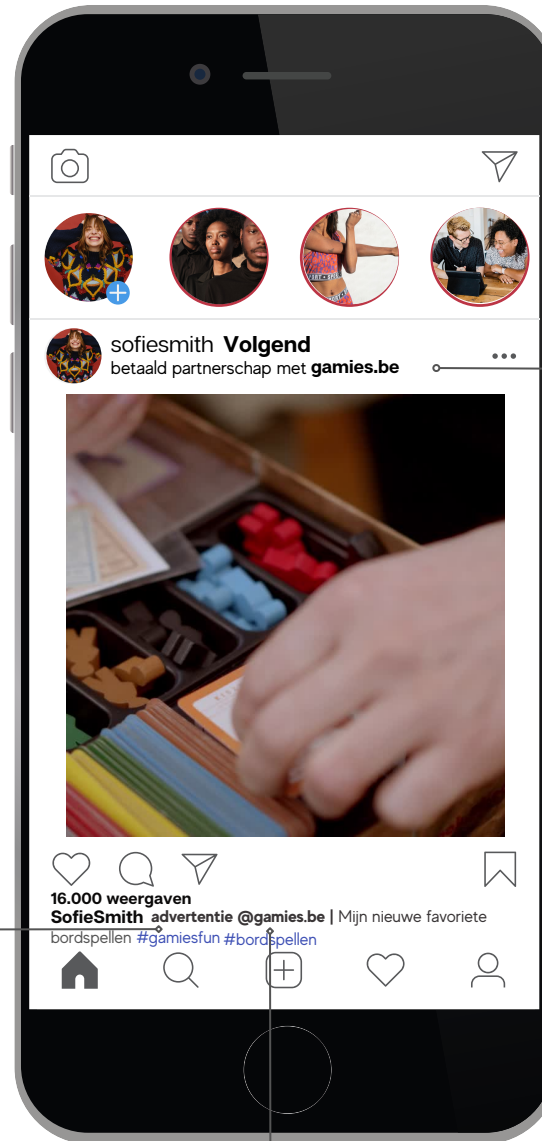
Tag your
partner(s)



Use the platform's
disclosure tool



Instagram in-feed video



Use the platform's disclosure tool

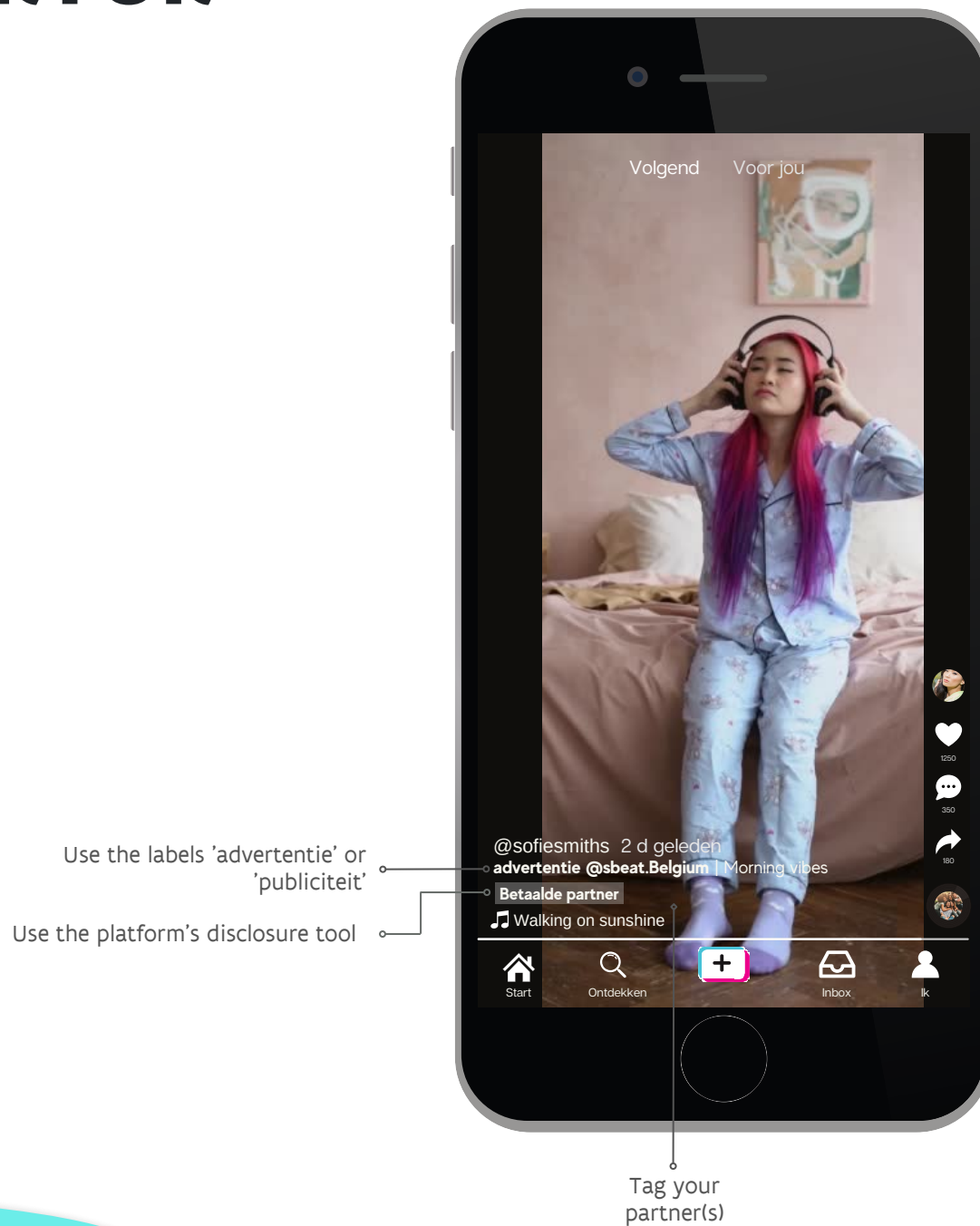
Use the labels 'advertentie' or 'publiciteit'

Tag your partner(s)

Instagram Live

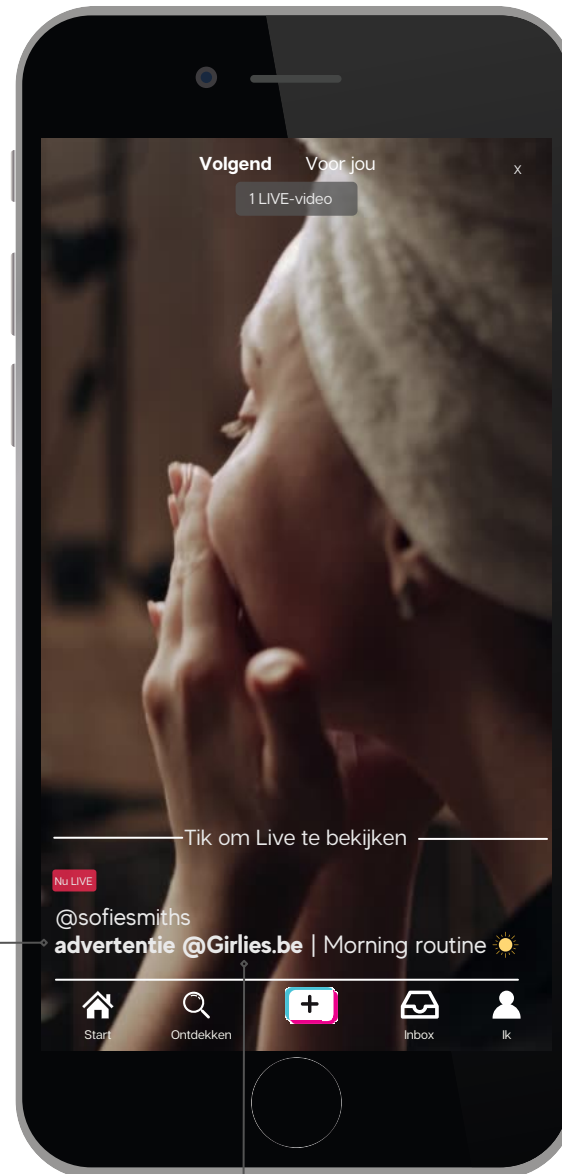


Use the platform's disclosure tool



TikTok Live

Use the labels
'advertentie'
or 'publiciteit'

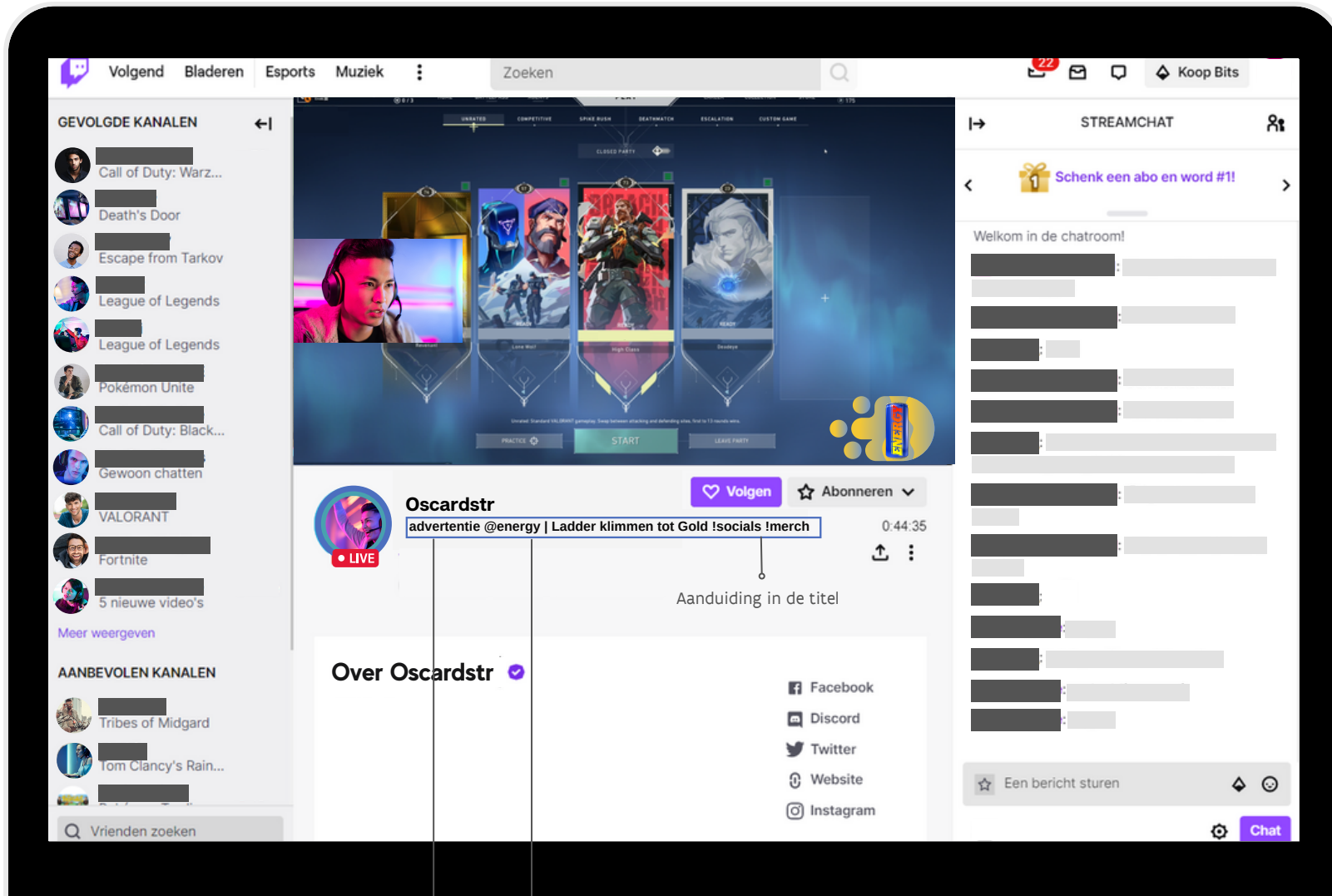


Tag your
partner(s)



Twitch

Optie 1



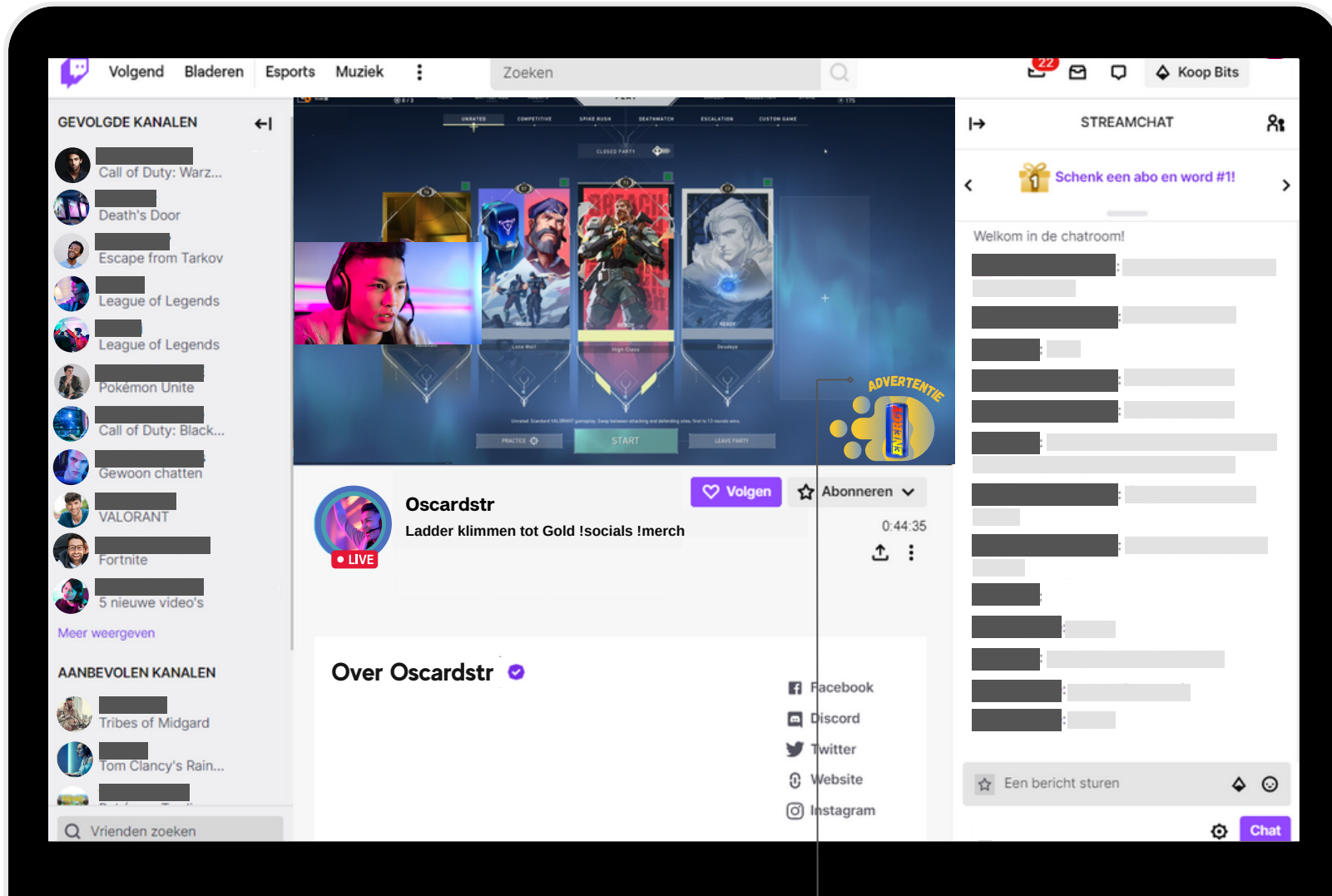
Use the labels
'advertentie' or
'publiciteit'

Tag your
partner(s)



Twitch

Optie 2



Use the labels
'advertentie' or 'publiciteit'

(September 2022)